

AMENDMENTS TO THE CLAIMS

1. (Currently amended) A method of providing audio data comprising:
 downloading at least one multimedia file including audio advertisement data;
 downloading configuration instructions ~~for controlling~~ that create a plurality of audio ad
sets, each set defining selection and broadcast control of at least one audio advertisement based at
 least in part on a status of ~~a conferencing~~ an audio communication link over a network; and
 broadcasting said audio advertisement data in accordance with said configuration
 instructions.

2. (Previously Presented) The method of Claim 1, further comprising:
downloading additional audio advertisement data; and
broadcasting said additional audio advertisement data in accordance with said audio
configuration instructions.

3. (Currently amended) The method of Claim 2, further comprising:
interrupting said downloading of said additional audio data;
establishing the ~~conferencing~~ audio communication link; and thereafter
resuming said downloading of said additional audio data.

4. - 27. (Cancelled)

28. (Currently amended) The method of Claim 1, wherein the status of the ~~conferencing~~ audio communication link is controlled using a browser interface to a ~~conferencing~~ an audio communication website.

29. (Currently amended) The method of Claim 1, wherein the status of the conferencing audio communication link comprises one of the following; initiated, active, and terminated.

30. (Currently amended) The method of Claim 1, wherein the configuration instructions cause the broadcasting of said audio advertisement data to occur at one of the following; before the ~~conferencing~~ audio communication link is active and after the ~~conferencing~~ audio communication link is active.

31. (Previously Presented) The method of Claim 2, further comprising modifying the audio advertisement data based at least in part on the additional audio advertisement data.

32. (Previously Presented) The method of Claim 1, wherein the configuration instructions include at least one of the following; an identifier of the audio advertisement data, a storage location of the audio advertisement data, a sequence in which the audio advertisement data is to be broadcast, a frequency at which the audio advertisement data is to be broadcast, a combination of portions of the audio advertisement data to be broadcast, an association of the audio advertisement data with graphical advertisement data, a number of times the audio advertisement data is to be broadcast, and a period between broadcasting one portion of the audio advertisement data and another portion of the audio advertisement data.

33. (Currently amended) The method of Claim 3, wherein interrupting said downloading is based on detecting a request to establish the ~~conferencing~~ audio communication link.

34. (Currently amended) The method of Claim 1, wherein the audio advertisement data is based at least in part on profile data associated with a user of the ~~conferencing~~ audio communication link.

35. (Currently amended) The method of Claim 1, wherein the ~~conferencing~~ audio communication link comprises a voice over internet protocol link.

36. (Previously Presented) A computer-readable medium storing instructions that enable a process to perform the operations of Claim 1.

37. (Currently amended) A system for providing audio data comprising:

- a communication interface;
- a sound transducing device;
- a processor in communication with the communication interface and the sound transducing device; and
- a memory in communication with the processor and storing data and instructions that cause the processor to perform a plurality of operations, including:
 - downloading at least one multimedia file including audio advertisement data;
 - downloading configuration instructions ~~for controlling~~ that create a plurality of audio ad sets, each set defining selection and broadcast control of at least one audio advertisement based at least in part on a status of ~~a conferencing~~ an audio communication link over a network; and
 - broadcasting said audio advertisement data in accordance with said configuration instructions.

38. (Previously Presented) The system of Claim 37, wherein the instructions further cause the processor to perform the operations of:

- downloading additional audio advertisement data; and
- broadcasting said additional audio advertisement data in accordance with said audio configuration instructions.

39. (Currently amended) The system of Claim 38, wherein the instructions further cause the processor to perform the operations of:

- interrupting said downloading of said additional audio data;
- establishing the ~~conferencing~~ audio communication link; and thereafter
- resuming said downloading of said additional audio data.

40. (Currently amended) The system of Claim 37, wherein the status of the ~~conferencing~~ audio communication link is controlled using a browser interface to a voice communication website.

41. (Currently amended) The system of Claim 37, wherein the configuration instructions cause the broadcasting of said audio advertisement data to occur at one of the following; before the ~~conferencing~~ audio communication link is active and after the ~~conferencing~~ audio communication link is active.

42. (Currently amended) The system of ~~Claim 37~~ Claim 38, wherein the instructions further cause the processor to perform the operation of modifying the audio advertisement data based at least in part on the additional audio advertisement data.

43. (Previously Presented) The system of Claim 37, wherein the system comprises a mobile device.

44. (Currently amended) A method for providing audio data, comprising:
communicating over a network at least one multimedia file including audio advertisement data;

communicating over the network configuration instructions that that create a plurality of audio ad sets, each set defining selection of and control playing of at least one audio advertisement of the audio advertisement data based at least in part on a status of a ~~conferencing~~ an audio communication link over the network; and

enabling the ~~conferencing~~ audio communication link between at least two devices with audio communication capability.

45. (Previously Presented) The method of Claim 44, further comprising communicating over the network additional audio advertisement data, wherein the configuration instructions control playing of the additional audio advertisement data.

46. (Currently amended) The method of Claim 45, further comprising:

interrupting the communicating of the additional audio advertisement data;
establishing the ~~conferencing~~ audio communication link; and thereafter
resuming the communicating of the additional audio advertisement data.

47. (Currently amended) The method of Claim 44, further comprising:
communicating a web page for display in a browser; and
receiving a user instruction via the web page to establish the ~~conferencing~~ audio communication link.

48. (Previously Presented) The method of Claim 44, further comprising communicating graphical data over the network and wherein the configuration instructions enable a client to display the graphical data in coordination with playing the audio advertisement data.

49. (Previously Presented) A computer-readable medium storing instructions that enable a processor to perform the operations of Claim 44.

50. (Currently amended) A system for providing audio data, comprising:
a communication interface;
a processor in communication with the communication interface; and
a memory in communication with the processor and storing data and instructions that cause the processor to perform a plurality of operations, including:

communicating over a network at least one multimedia file including audio advertisement data;

communicating over the network configuration instructions that create a plurality of audio ad sets, each set defining selection of and control playing of at least one audio advertisement of the audio advertisement data based at least in part on a status of a ~~conferencing~~ audio communication link over the network; and

enabling the ~~conferencing~~ audio communication link between at least two devices with audio communication capability.

51. (Currently amended) The system of Claim 50, wherein the conferencing audio communication link includes a telephone network link.